



Nomura Research Institute Group

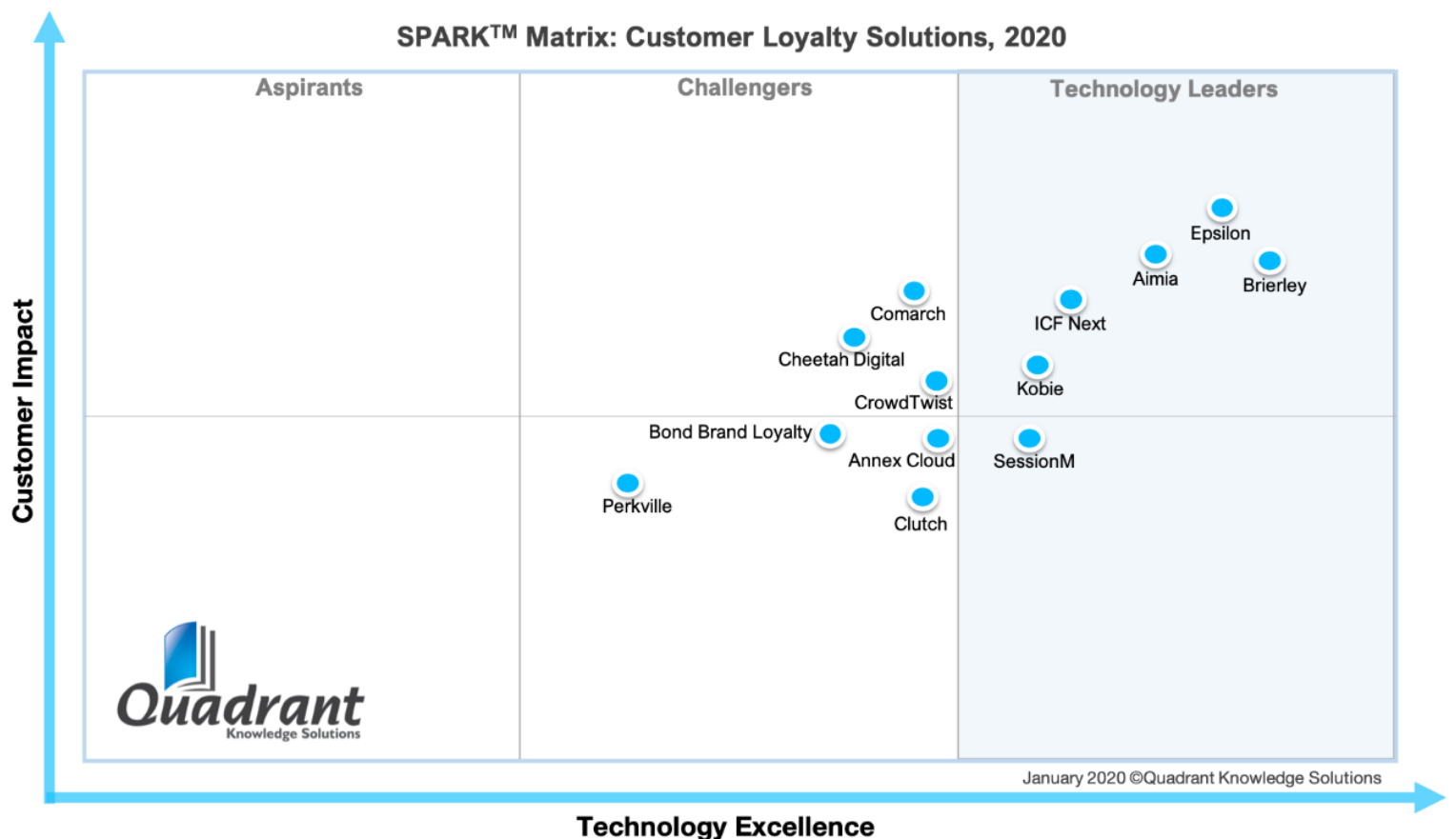
Brierley has Emerged as 2020 SPARK Matrix Leader in the Customer Loyalty Solutions Market by Quadrant Knowledge Solutions

Tokyo, May 20, 2020 –Brierley has been named by Quadrant Knowledge Solutions as a globally recognized leader in loyalty technology, strategy and execution, as the 2020 technology leader in the SPARK Matrix analysis of the global customer loyalty solutions market.

Original US Article from Yahoo Finance:

<https://finance.yahoo.com/news/brierley-emerged-2020-spark-matrix-120000006.html>

2020 SPARK Matrix
(Strategic Performance Assessment and Ranking)
Customer Loyalty Solutions Market



Comments from Brierley

"For marketing and technology leaders that are driven to transform their business into a customer centric organization, LoyaltyOnDemand™ plays a key role in helping them achieve their vision. Unlike our competitors, LoyaltyOnDemand encapsulates the tremendous depth of our industry experience while offering the latest UX design principles and architecture to enable ultimate flexibility in program design, customer personalization and cloud native scale. " – Bill Swift, Executive Vice President & Chief Technology Officer

Additional Resources:

Download the Report: <https://www.brierley.com/spark-matrix-2020>

Quadrant Knowledge Solutions: <https://quadrant-solutions.com/>

For more on Brierley's LoyaltyOnDemand® platform:

<https://www.brierley.com/technology-products/brierley-loyaltyondemand>

About Brierley

Brierley is the industry leader — transforming loyalty around the world. The company's focus is turning client challenges into successful and profitable loyalty program solutions. Brierley brings together innovative thought leadership, unparalleled expertise and advanced technologies to help brands win customers' hearts and minds.

Brierley's LoyaltyOnDemand® represents a powerful evolution in loyalty technology. This intuitive platform empowers everything a loyalty program demands to engage customers across every channel and touchpoint. LoyaltyOnDemand is also continuously evolving with new features to keep programs on the leading edge. In addition, Brierley offers the full breadth of services to drive unprecedented loyalty success: program design, strategy, research, analytics, customer insights, creative and digital solutions.

Experts you can count on. Solutions you can trust. Success you can measure.

Brierley is U.S.-based and is a wholly owned subsidiary of Nomura Research Institute, headquartered in Tokyo, Japan. To learn more about Brierley, visit <http://www.brierley.com/>

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